ARC2025 Interactive Poster Session Guideline

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The **ARC2025 Interactive Poster Session** provide an excellent opportunity to present students' research or project in a visually engaging way, enhanced by a prototype or model demonstration. As a group of 3-4 students, collaboration is key to delivering an effective presentation. This format combines a traditional poster with an interactive element, creating a dynamic experience for the audience. By combining a well-designed poster with an engaging prototype demonstration, you can create an impactful interactive session that effectively communicates your project to the audience. Below is the guideline for ARC2025 interactive poster session

1. Overview of the Interactive Poster Session
The goal of the interactive poster session is to:
- Clearly convey your project's objectives, methods, and results.
- Provide hands-on experience or live demonstrations with a prototype or model.
- Foster engagement through clear explanations and interactive elements.

The poster and prototype demonstration must emphasize, illustrate, and interpret the theme of the convention:

"Intelligent Agriculture and Novelty in Agro-Food Industry for Wellness"

The team must present a poster and prototype demonstration to judge within 3 minutes. Each judge may take more time for Q&A to ensure the correct understandings of the presentation but no longer than 10 minutes.

Venue: Main stadium, Maejo University (To be updated)
Deadline for poster registration: January 10, 2025
Setup date: Poster Board setup -23 February 2025. Please leave the poster on the board
   ** *Do not leave the model / prototype at the booth.*
Presentation date : 26 February 2025 at 10.00-12.30.
Awarding date : 26 February 2025 at 14:00 Closing Ceremony.
Areas of Presentaton : 1) Agricultural Engineering, 2) Food and Bioprocess Engineering, 3) Food Scinece and Technology, 4) Postharvest Technology, 5) Rubber Technology and Material Science, and 6) Other related areas

2. Key Components of the Interactive Poster Session
a. The Poster
   The poster serves as the foundation of your presentation, offering a concise visual summary of your project.
b. The Prototype/Model (optional)

The prototype adds a practical, tangible component that demonstrates the application of your project in real-world scenarios.

c. The Presentation

Your verbal and non-verbal communication brings the poster and prototype to life.

3. Preparing Your Poster

a. Content Structure

1. **Title and Team Information**:
   - Title of the project
   - Names of team members
   - Institutional affiliation.
   ** Please be certain to include Logo of ARC2025, MJU and your institution logo into the poster

2. **Introduction**:
   - Problem statement
   - Research question or objectives
   - Background or context

3. **Methodology**:
   - Key processes or steps undertaken
   - Tools, techniques, or technologies used

4. **Results**:
   - Summary of findings
   - Visuals like graphs, charts, or images

5. **Discussion**:
   - Interpretation of results
   - Link to project objectives or real-world implications

6. **Conclusion**:
   - Key takeaways
   - Suggestions for future work or potential applications

7. **Acknowledgments and References**:
   - Recognize contributors or funding sources
   - List references in a consistent citation style

b. Design Tips

- **Size and Layout**: Fit the provided A1 dimensions. Organize content into sections with a logical flow (e.g., columns).
- **Font Size**:
  - Title: 72–100 pts
  - Headings: 48–72 pts
  - Body Text: 24–36 pts
- **Visuals**: Use high-resolution images, diagrams, and charts.
- **Color Scheme**: Opt for contrasting colors for readability.
- **White Space**: Avoid clutter; leave space for the viewer to focus.

4. Preparing Your Prototype/Model

a. Design and Functionality
> 1. Ensure the prototype fits on the provided table.
> 2. Highlight key features with labels or markers.
> 3. Test the prototype's functionality thoroughly.

b. Supporting Materials
> • Include a small digital display (laptop/tablet) showing simulations, CAD models, or videos of the prototype in action.
> • Prepare a backup plan in case the prototype malfunctions.

c. Safety and Maintenance
> • Ensure safe handling of all materials.
> • Bring a toolkit for on-the-spot fixes (e.g., spare parts, batteries, tools).

5. Setting Up Your Interactive Display
> Use the A1 poster board and the small table (40x40 cm) effectively:
>> • Place the **poster** on the board behind the table for visibility.
>> • Position the **prototype** at the center of the table for accessibility.
>> • Surround the prototype with supporting materials like:
>> • Handouts summarizing the project
>> • Business cards or QR codes linking to additional resources
>> • Reference visuals for complex systems

6. Roles for Team Members
> Each team member should have a specific role, but everyone should be prepared to discuss the entire project.
>> 1. **Lead Presenter**: Delivers the introduction and ties the poster and prototype together.
>> 2. **Prototype Demonstrator**: Operates the prototype and explains its functionality.
>> 3. **Engagement Specialist**: Answers audience questions and distributes handouts or collects feedback.
>> 4. **Technical Support**: Assists with setup, manages equipment, and handles on-the-spot fixes.

7. Interactive Presentation Techniques
a. Coordinating the Poster and Prototype
> • Use the poster to explain the theoretical framework and the prototype to demonstrate its application.
> • Clearly link the prototype's features to specific poster sections.

b. Conducting the Demonstration
> 1. **Introduction**: Provide a brief overview of the project and prototype purpose.
> 2. **Step-by-Step Explanation**:
>> • Explain how the prototype works in simple terms.
>> • Highlight key features and functions.
>> • Connect the demonstration to real-world applications.
> 3. **Audience Interaction**:

- If safe, allow attendees to interact with the prototype under supervision.
- Encourage questions and provide clear, confident answers.

c. Visual and Verbal Engagement
- Use gestures to guide the audience through the poster and prototype.
- Maintain eye contact and a friendly demeanor.
- Adapt your explanation based on the audience's level of expertise.

8. Technical and Logistical Considerations
a. Power and Equipment
- Check if power outlets are available; bring an extension cord or power strip if needed. **Organizer will provide 1 outlet of 220V 5A plug for each poster booth.**
- Keep spare batteries for battery-operated prototypes.

b. Transportation
- Transport the prototype securely to avoid damage and comply with air-travel regulation
- Test the setup at the venue ahead of the session.

9. Audience Engagement
1. Greet visitors warmly and invite them to interact with the display.
2. Tailor explanations to their interests or expertise.
3. Provide handouts or QR codes for follow-up material.

10. Time and Feedback Management
1. Practice a 2–3 minute overview of your project to manage time effectively.
2. Leave time for audience questions and discussions.
3. Collect feedback via surveys, a feedback sheet, or verbal input.

11. Post-Session Reflection
1. Discuss what worked well and areas for improvement.
2. Follow up with interested attendees or collaborators.
3. Use feedback to refine your presentation and prototype.

12. Checklist for the Interactive Poster Session
Poster:
- Clear title and content layout
- High-quality visuals and readable font sizes
- Logical flow and ample white space

Prototype:
- Functioning and easy to demonstrate
- Safe and durable design
- Supporting materials like videos or diagrams

Team Roles:
- Presenters assigned with clear responsibilities
- Backup plan for technical issues

Session Materials:

- Handouts, QR codes, or business cards
- Toolkit and spare parts
- Power strips or extension cords (if needed)

Scoring Criteria

No.	Criteria	Description	Mark (%)
1	Content originality. -	The text and graphics used on the poster reflect an exceptional degree of student creativity in their creation or display.	10
2	Spelling / Grammar	English is grammatically correct. Scientific terms or acronyms are clearly defined or replaced with more familiar words.	10
3	Mechanics.	Capitalization and punctuation are correct throughout the poster.	10
4	Graphics Accuracy. —	The poster demonstrates the relevance of the research to a wide audience.	10
5	Graphics Relevance. —	All graphics are related to the topic and make it easier to understand. All borrowed graphics have a source citation.	10
6	Attractiveness.	The poster is exceptionally attractive in terms of design, layout, and neatness. The overall organization and use of color and space make the poster interesting.	10
7	Interesting media.	All media elements directly contribute to the main message or theme.	10
8	Complete information.	The text is clear, legible, and appropriately sized for easy reading.	10
9	Presentation.	Confident and engaging oral presentation.	10
10	Appropriate color and font selection.	Effective use of colors that are visually appealing and contribute to the overall theme.	10
		Total	**100**

Awards:

- 1st prize Gold Medal + e-certificate
- 2nd prize Silver Medal e-certificate
- 3rd prize Bronze Medal e-certificate
- Best Presenter certificate
- Best Poster certificate